

GOVERNOR'S CONFERENCE 2006

# MISSION: POSSIBLE

Invent The Future

CONFERENCE AGENDA

**TUESDAY, SEPTEMBER 12, 2006**

**7:30 AM - 9:00 AM REGISTRATION**

**9 AM - 10:00 AM WORK SESSION** (*choose one of three sessions to attend*)

① ***Pandemic Planning, Room 110-111***

Pandemic planning requires that people and entities not accustomed to responding to health crises understand the actions and priorities required to prepare for and respond to these potential risks. Receive information on how a pandemic might affect business and industry and what you can do to prepare for it.

Speaker: Dr. Kelly Moore, pandemic planning coordinator for the Tennessee Department of Health

② ***Connecting to the Networked World, Room 108-109***

Increasingly, companies are making broadband Internet access a key component of their expansion plans. How can you determine if your community is able to meet the connectivity needs of industry, education and individual citizens? Why is broadband infrastructure important to your community? Speakers: Eric Cromwell, ECD director of Technology Development; and Ron Jones, director of Tennessee Regulatory Authority

③ ***Jobs From Beyond Our Borders, Room 103-104***

Tennessee's international office directors meet with attendees to discuss their work in Europe, Asia and North America. They'll discuss their market and share best practices about prospecting overseas. Speakers: Robert Bathgate, ECD Canadian director; Rainer Heurmann, ECD European director; and Takatsugu Yamaguchi, ECD Japan director

**10 AM - 10:15 AM BREAK**

**10:15 AM - 11:15 AM WORK SESSION** (*choose one of three sessions to attend*)

① ***Job Growth through Technology Development, Room 108-109***

Don't understand all the intricacies of technology-based economic development? Come hear about the impact of technology on the economy and how a new focus on technology, innovation and knowledge can create jobs and wealth in your community.

Speaker: Eric Cromwell, ECD director of Technology Development

② ***Use the Internet to Position and Brand Your Community In Today's Global Marketplace, Room 105-106***

Learn what it takes to build a strong presence for your community on the Internet and how to effectively use the Internet to position what you have to offer to prospects around the globe.

Speakers: Mike McCloud, president /CEO, and Mike Kopp, senior vice-president of public affairs/strategy, MMA Creative

③ ***Working with Canadian and European Prospects, Room 103-104***

Tennessee's international directors will talk with attendees about how to best attract prospects in Europe and Canada, and how to get them interested in your community. Speakers: John Word, ECD director of Europe & Americas; Robert Bathgate, ECD Canadian director; and Rainer Heurmann, ECD European director

**11:30 AM - 1 PM COMMISSIONER'S LUNCHEON, RENAISSANCE BALLROOM**

***Guest Speaker: Gene Huang, Chief Economist for FedEx***

FedEx is arguably one of Tennessee's most recognizable corporate names and is active around the world. How does this global giant know where the world's most lucrative markets are? What economic conditions will drive job creation in the coming year? Those questions usually fall to our keynote speaker, Gene Huang, chief economist for FedEx. Designated by both *BusinessWeek* and the *Wall Street Journal* as one of America's most accurate economic forecasters, Huang will look at global economic conditions in clear, understandable terms that mix facts, humor and insight into a clear picture of which business sectors are likely to create jobs.

## 1:15 PM - 2:15 PM WORK SESSION *(choose one of three sessions to attend)*

### ① ***Building Relationships with Japan, Room 103-104***

A panel of practitioners discuss the importance of building relationships with the Japanese for mutual educational, cultural and economic development benefits. Speakers: John Gregory, ECD director of Asian investment; Lori Odom, ECD incoming director of Asian investment; Takatsugu Yamaguchi, ECD Japan director; Kazumi Iino, director of JETRO; and Leigh Wieland, executive director of Japan-America Society of Tennessee, Inc.

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### ② ***Making a Match in Business, Room 110-111***

Say your community has lots of small and disadvantaged businesses that aren't ready to do business on the global stage. There are still ways to help them do business with government agencies and large corporations, many with programs designed specifically to attract small business. Here's how you can help. Speakers: Michelle Proctor, ECD director of small business initiatives; and Sergio Garza-Caballero, ECD director of the Business Enterprise Resource Office (BERO)

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### ③ ***PILOT Your Way to New Job Growth, Room 108-109***

Why do some communities rely on "payment-in-lieu-of-tax" agreements and other communities avoid them? Does avoiding them take your community out of consideration by most site selectors? What about "tax increment financing?" Did you know the General Assembly passed changes to state laws which could affect both of these economic development tools? A panel of veteran TIF/PILOT attorneys' and experts from the State Comptroller's Office answer your questions.

Speakers: Kelsi Jones, comptroller of the Treasury; Tom Trent and Joe Gibbs, attorneys with Boulton Cummings Connors Berry

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## 2:15 PM - 2:30 PM BREAK

## 2:30 PM - 3:30 PM WORK SESSION *(choose one of three sessions to attend)*

### ① ***Land for the Taking?: Room 103-104***

The U.S. Supreme Court last year affirmed the right of local governments to condemn property to eliminate blight. The decision set off a flurry of debate in legislatures across the country and resulted in passage of new eminent domain legislation in Tennessee. A panel of experts from state government and the legal community looks at the impact of eminent domain changes in Tennessee and answers your questions about what it means to your community. Speakers: Jim Murphy, attorney-at-law, Boulton Cummings Connors Berry; Wilton Burnett, ECD director of special projects; and Mike Clinard, director of right-of-way, Tennessee Department of Transportation

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### ② ***China: Can the Asian Giant Benefit You?, Room 108-109***

By all economic factors, China's growth has been a phenomenal occurrence, with annual GDP growth exceeding 10 percent a year. China's leaders are visiting Tennessee, letting it be known they would welcome Tennessee products, but in a country so vast and complex, how do you begin? Our panel of experts can tell you.

Speakers: Dr. Howard Cochran, professor of economics and management at Belmont University; Gray Sasser, attorney with Miller Martin; and Rebecca Karnak, manager of Business Advisory Services division for the U.S.-China Business Council

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### ③ ***Serving the Diversity Business Community in Tennessee, Room 105-106***

Governor Bredesen recognizes that the State of Tennessee must do more to ensure that diversity businesses are given a fair and equal opportunity to participate in the State's procurement of goods and services. Learn about the Governor's Office of Diversity Business Enterprise (GO-DBE) and how it can help underserved businesses in your community.

Speakers: Mike Perry, deputy commissioner of General Services and Shelia Simpson, assistant director of the Governor's Office of Diversity Business Enterprise

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## 3:30 PM - 4 PM BREAK

#### **4 PM - 5 PM WORK SESSION (choose one of three sessions to attend)**

##### **① *Amending the County Growth Plan, Room 108-109***

When should a county growth plan be amended? How is a county growth plan amended? What affect does the county growth plan have on residential and business development? Who approves the plan? These are just a few of the questions facing local government officials as they implement Public Chapter 1101 of 1998. Attend this session to learn about the process of amending a county growth plan and why pre-planning is critical for both economic and community development.

Speaker: Dan Hawk, ECD director of Local Planning Division

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##### **② *Tennessee Tomorrow, Room 110-111***

What is Tennessee Tomorrow? How can it help my community? Attend this session to learn how the public/private organization can help your community prepare for a brighter future. Speakers: Joe Barker, executive director of Tennessee Tomorrow, and Dave Kolzow, executive director of the Tennessee Leadership Center

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##### **③ *Taking Grants for Granted, Room 103-104***

The state of Tennessee and the federal government have dozens of grant programs aimed at helping communities build infrastructure, grow jobs by reducing energy costs and fund other improvements designed to make them more competitive. What are they and how do you apply? What are the most successful communities doing to access grant funding? Speakers: Phillip Trauernicht, ECD director of program management; Paula Lovett, ECD grants program manager; Jeff Bolton, ECD loan program manager; Terry Ellis, ECD energy community grant manager; and Sara Harlan, ECD director of FastTrack Job Training

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#### **5 PM - 6 PM NETWORKING RECEPTION, RENAISSANCE BALLROOM**



## WEDNESDAY, SEPTEMBER 13, 2006

### 8:30 AM - 9:30 AM WORK SESSION *(choose one of three sessions to attend)*

#### ① ***Getting Your “Smarts” In Tennessee, Room 103-104***

A growing number of companies and site consultants are researching a community's educational resources before deciding whether a community makes their short list. They know struggling schools equal a struggling workforce. Tennessee provides many services to ensure equal, safe and quality learning opportunities for all students. Hear from a panel of experts about all of the resources available to educate your community. Speakers: Ruth A. Woodall, director of Tennessee Scholars at Tennessee Chamber of Commerce & Industry; Jill Eatherly, director of local P-16 coordination for the Tennessee Board of Regents; Rita Herndon, adult high school program for Cheatham County Schools; and Paula Myrick Short, Ph.D., vice chancellor for academic affairs for Tennessee Board of Regents

#### ② ***The Tennessee Leadership Center, Room 108-109***

Last year's Governor's Conference spotlighted the formation of the TLC and introduced its new executive director Dave Kolzow. Since that time, more than 400 community leaders across the state have taken part in training sessions provided by the TLC. What have they learned? Could TLC training provide the insight and leadership skills your community needs to reach the goals of its strategic plan? What are TLC's plans for the coming year? Speaker: Dr. Dave Kolzow, executive director of the Tennessee Leadership Center

#### ③ ***ECD's Traveling Incentive Team, Room 105-106***

It's often said that incentives can't create a deal, but they can close one. ECD's team of experts that travel the state weekly to discuss state incentives will bring their presentation to this year's conference. The session will provide current information about incentives and information concerning taxes, job training and infrastructure incentives that will assist your company or community with prospects. Speakers: Debbie Dietz, tax auditor for the Department of Revenue; Sara Harlan, ECD director of FastTrack Job Training; and Phillip Trauernicht, ECD director of Program Management

### 9:30 AM - 9:45 AM BREAK

### 9:45 AM - 10:45 AM WORK SESSION *(choose one of three sessions to attend)*

#### ① ***Fueling Tennessee Job Growth, Room 110-111***

Governor Bredesen's Executive Order 33 identifies renewable fuels like ethanol and bio-diesel as an opportunity to reduce America's dependence on imported oil with Tennessee fuel, strengthen rural economies and improve air quality. Could alternative fuels be an economic generator for your community? Speakers: Paul Sloan, co-chair of the Governor's Alternative Fuels Working Group and Deputy Commissioner of the Tennessee Department of Environment and Conservation; Jonathan Overly, executive director of the East Tennessee Clean Fuels Coalition and Diane Mulloy, president of Milagro Biofuels of Memphis LLC. Moderator: Clinton Berry, ECD Energy Business Loan Manager

#### ② ***Resources for Small (but Growing) Businesses in Tennessee, Room 108-109***

More than 16,000 new businesses start up in Tennessee each year, which in turn helps improve a community's economic growth. Learn practical tips and discover resources and tools to help develop small businesses in your community. Speakers: John Orland, Tennessee Small Business Development Centers; and Clint Smith, Tennessee district director, U.S. Small Business Administration

#### ③ ***What's Up With Your Downtown?, Room 103-104***

Visit with Main Street professionals from across Tennessee as they share their tips and tools for downtown revitalization. Hear updates on the "State of the Tennessee Main Street Program" and the new certified Main Street communities. Facilitator: Melinda Keifer, ECD director of community economic development

### 10:45 AM - 11:00 AM BREAK

## 11:00 AM - NOON, WORK SESSION *(choose one of three sessions to attend)*

### ① *Talk to a Site Selector, Room 108-109*

When companies want to expand, the first call usually goes to a consultant well-versed in real estate, incentives and location issues. How do they evaluate sites for potential investment? What are their standards? How does a community make their short list? Ask the experts about what to do (and more importantly, what NOT to do) to get in the running for new projects.

Speakers: Mark Williams, president of Strategic Development Group; and Jeannette Goldsmith, principal at McCallum Sweeney Consulting

### ② *Three-Star in 2007, Room 103-104*

Did your community get certification as a Three-Star community in 2006? If so, you'll want to see the program's 2006 final results, find out the latest updates to the program for 2007, and get tips on making the certification process as painless as possible. You may also find out how to qualify for a higher level certification than you currently hold. The end result could mean dollars for your community development efforts. Facilitator: Melinda Keifer, ECD director of community economic development

Panelists: Jill Eatherly, director of local P-16 coordination for the Tennessee Board of Regents; Robert (Bob) Schwartz, executive director of MTAS; and Leigh Green, director of community arts development for the Tennessee Arts Commission

### ③ *You Want Me to Work With WHO??, Room 105-106*

Could your community be more effective in attracting jobs if you combined efforts with another community? Across Tennessee, economic developers are finding their efforts are much more successful with the right partner and regional job creation efforts are flourishing. Find out how to break down the barriers to regional cooperation and to produce solid results.

Speakers: Melissa Rivers, director of regionalism & workforce development for the Memphis Regional Chamber; Allen Neel, chairman of Jobs Now Initiative!; Jimmy Williamson, chairman of the Northwest Tennessee Regional Port Authority; and Danny Azbill, director of Beech River Regional Airport Authority

Moderator: Joe Barker, executive director of Tennessee Tomorrow

## NOON - 1:30 PM LUNCH ON YOUR OWN

## 1:30 PM - 2:30 PM WORK SESSION *(choose one of three sessions to attend)*

### ① *Three-Star in 2007\*, Room 103-104*

\*Session Repeated.

### ② *Productive Workers Via the Web, Room 110-111*

Around the world, companies are discovering they can reduce their training costs by using the Internet to train workers. What is the state of Tennessee doing to promote this practice in the Volunteer State? Could web-based worker training be a key to job growth, especially in rural Tennessee?

Speakers: Dan Rehak, co-director of the Workforce Advanced Distributed Learning Co-Lab at the FedEx Institute of Technology; and Eric Cromwell, ECD director of Technology Development

### ③ *Mega-Sites Equal Mega-Growth?, Room 108-109*

Chattanooga, Haywood and Crockett counties have gained national recognition following their certification as industrial mega-sites, ready for development. Could your community be far behind? How do you become a certified mega-site? Site selection consultants and experts from TVA will explain.

Speakers: Bill Adams, TVA target market specialist; Mark Williams, president of Strategic Development Group; and Jeannette Goldsmith, principal at McCallum Sweeney Consulting

## 2:30 PM - 2:45 PM BREAK

**2:45 PM - 3:45 PM WORK SESSION (choose one of three sessions to attend)**

**① *The Tennessee Economy in 2007, Room 108-109***

University of Tennessee economist Matt Murray looks at economic conditions that will impact our state in the coming year. One of the state's most respected economic thinkers crunches the numbers and tells you which challenges you'll face in the coming year and which potholes you'll need to avoid. Each year, this is a popular session that is usually well attended.

**② *Turning Small Businesses into Big Job Growth, Room 105-106***

A micro-enterprise is defined as a for-profit entity with five or fewer employees, one of whom owns the business. Learn about available resources to microenterprises and the ECD-BERO MicroLoan program.

Speakers: Jose Gonzalas, director of Conexcion Americas; Steve Hodges, executive director of Jubilee Project; Michele Flynn, owner of FlynnConsult; and Lisa Webb-Robins, ECD director of Research and Planning Division

Moderator: Sergio Garza-Caballero, ECD director of the Business Enterprise Resource Office (BERO)

**③ *PILOT Your Way to New Job Growth, Room 103-104***

\*Session repeated.

**4:30 PM RECEPTION, RENAISSANCE BALLROOM FOYER**

**5:30 PM GOVERNOR'S DINNER, RENAISSANCE BALLROOM**

## NOTES

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